LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. S-3194A – Book of Days '76 – Req. No. 11579 – 4/C Page – 7x10 – Trade – 75 (A)
Printed in U.S.A.

They made your customer what she is today

You'll find them all in the Virginia Slims 1976 Book of Days

There's no other premium in the business like the Virginia Slims Book of Days. It's come a long way – and here it is again, for the fifth straight year. All new, all different – and **free** to your customers with carton purchase.

Last year, more than 750,000 women got the Book of Days. Nine out of ten of them used it regularly all year long. They're looking forward to the new edition.

So make *your store* the place where they'll get it. Order plenty of Virginia Slims, and the outstanding point-of-sale Book of Days displays and promotional material.

Heavily advertised to your customer, Book of Days is a month-long sales and profit bonanza for you. Get ready now for the biggest year yet.

Another sales-building promotion from Philip Morris USA

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